

Message Text

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PAGE 01 STATE 047122

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TO ALL EUROPEAN DIPLOMATIC POSTS

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E.O. 11651: NA

TAGS: BEXP, XX

SUBJECT: LASER ELECTRO-OPTIC EXHIBITION--MARKET PROMOTION
PROGRAM AND OBJECTIVES OF EXHIBITORS PARTICIPATING IN THE
EXHIBITION AT THE U.S. TRADE CENTER, PARIS, FRANCE, APRIL
14-18-1975

PURPOSE

THE PURPOSE OF THIS COMMUNICATION IS TO GENERATE MAXIMUM
PUBLICITY FOR THE SUBJECT SHOW.

BACKGROUND

THE FIRST USDOC SPONSORED LASER ELECTRO-OPTIC EXHIBITION WAS
HELD IN THE PARIS TRADE CENTER IN NOVEMBER 1969 WITH FIRST
YEAR CONFIRMED SALES OF \$3.5 MILLION. USDOC HAS HELD SHOWS
ON THE SAME PRODUCT THEME IN LONDON, MILAN, FRANKFURT AND
TOKYO SINCE THEN WITH EQUAL SUCCESS. FIVE YEARS HAVE
PASSED SINCE THE 1969 EXHIBITION, THERE SHOULD BE GREAT
POTENTIAL FOR THE APRIL EXHIBITION.

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PAGE 02 STATE 047122

THE LASER ELECTRO-OPTICS EXHIBITION WILL PRESENT THE LATEST

TECHNOLOGY AND EQUIPMENT AVAILABLE. THE EXHIBITORS WILL SHOW GAS, ARGON-KRYPTON, HELIUM, NEON AND DYE LASERS, LASER ALIGNMENT SYSTEM, DRILLING SYSTEMS, WELDING SYSTEMS, POLLUTION MEASUREMENT SYSTEMS, RECORDING AND INFORMATION SYSTEMS, LASER OPHTHALMELOGICAL EQUIPMENT, GENERAL LASER SURGICAL LASERS, PHOTOMETERS, RADIOMETERS, SPECTROMETERS, SPECTROPHOTOMETERS, PHOTO DIODES, COUPLERS, LIGHT EMITTING DIODES, ETC.

ACTION REQUESTED

POSTS ARE REQUESTED TO PUBLICISE THIS TRADE CENTER EVENT TO THE MAXIMUM EXTENT POSSIBLE BY ALL AVAILABLE MEANS. THOSE FIRMS LISTED BELOW SEEKING REPRESENTATION SHOULD HAVE SPECIAL ATTENTION. (A) ARDEL KINAMATIC CORP. ALL EUROPE EXCEPT GERMANY AND ITALY (B) SPECIAL OPTICS. ALL EUROPE.

POSTS ARE REQUESTED TO SUBMIT TO JAMES MOORHOUSE, DIRECTOR, U.S. TRADE CEER, 123 AVENUE CHARLES DE GAULLE, 92200 NEUILLY, FRANCE LIST OF PROPECTIVE GUYERS IN THEIR RESPECTIVE AREAS.

SUMMARY

THIS EXHIBITION WILL CONSIST OF 60-70 FIRMS OFFERING THE LATEST IN TECHNOLOGY AND EQUIPMENT IN THE LASER ELECTRO-OPTIC FIELD. THE END USER WILL FIND HIS EQUIPMENT REQUIREMENTS AT THIS EXHIBITION. KISSINGER

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